

**ABSTRACT**

A method of requesting assistance relating to a product item, the product item including an associated interface surface, the interface surface having disposed thereon or therein coded data indicative of an identity of the product item, the method including, in a sensing device:

- 5       (a) sensing at least some of the coded data;
- (b) generating, using the sensed coded data, indicating data indicative of the product item identity; and,
- (c) transferring the indicating data to a computer system, the computer system being responsive
- 10       to the indicating data to cause provision of assistance.